

SHANGRI-LA

The Rocket

Voice of the
Imagi-nation

Novacious

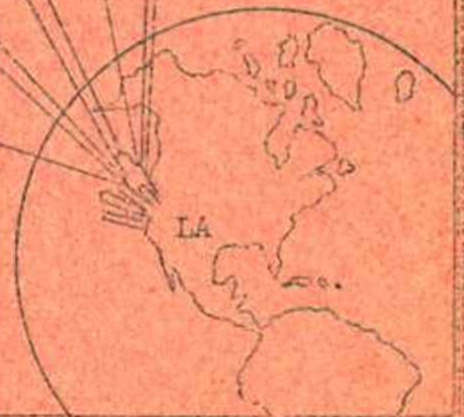
Futura
Fantasia

Moroie &
Ackerman

Polaris

Daugherty
Broadbury
Freschafer

"UTOPIA, INC." PRESENTS---



THE ROCKET PRESENTS

"MAKING FILM HISTORY"

The inside story of the
making of DR CYCLOPS and the
advancement of STF in
the movies.

GRAVITY
MARCHES
ON

a story of the
INFINITESIMAL



"THE
AGE OF
REPTILES"

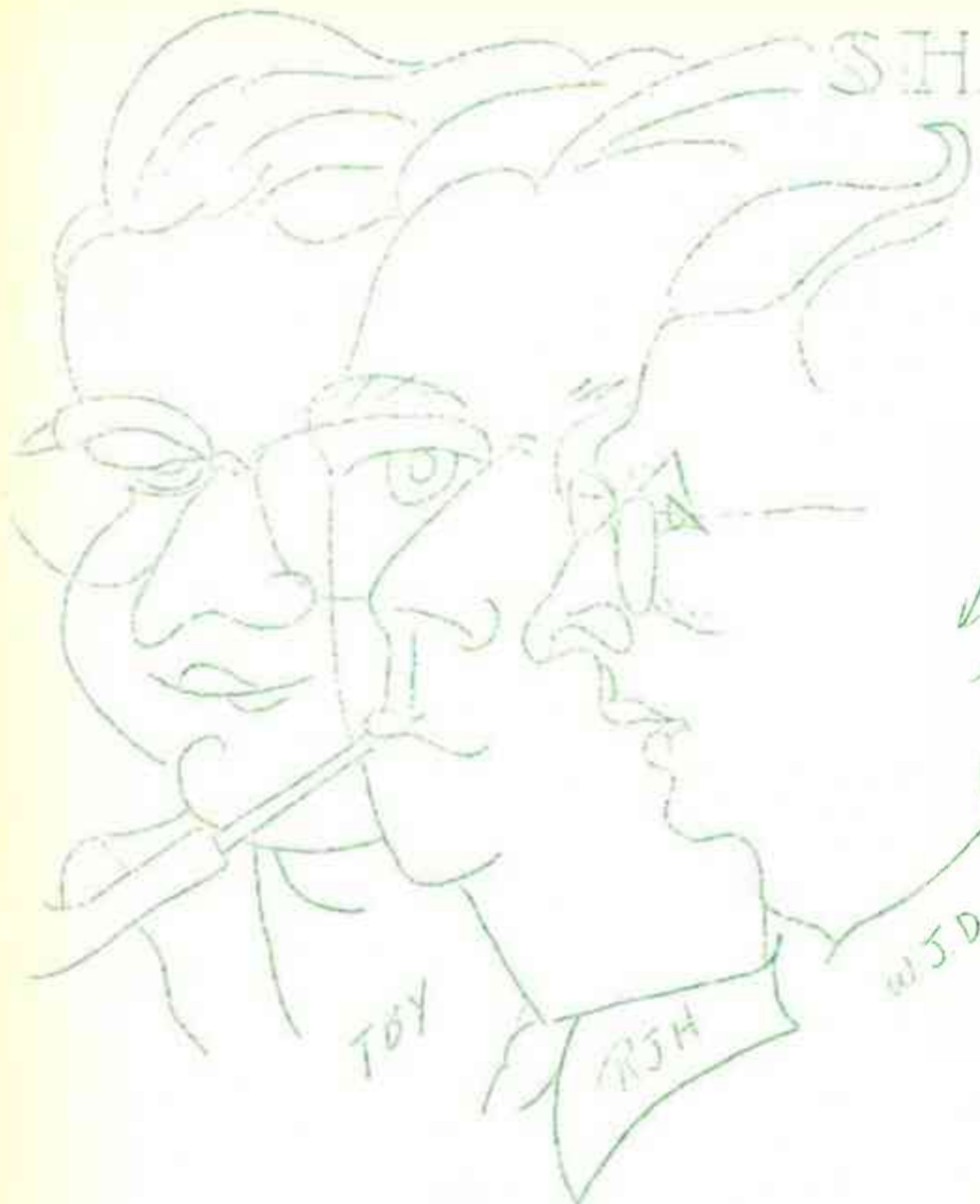
This month's fact article of the
giant reptiles that ruled the earth
for a whole era.

FACTS THAT ARE HARD TO BELIEVE.....

THE ROCKET and SHANGRI-LA are both edited by WALT DAUGHEPTY

address to 1037 W. 39TH STREET.... LOS ANGELES, CALIF.

SHANGRI LA



MEANS
DRAWS
ATTENTION
TO
THE EDITORS
OF
L.A.
Muller
1940

"PICNIC OR PANIC" by T. Bruce *Yarnall*

"DECLINE AND FALL OF SHANGRI-LA" by *Monty* *Wainwright*

featuring

LA FANDOM



Yes, I know this is sort of a silly posture for me to be in, but editors must do everything to sell their magazine, and I know the only way to get your attention is to make some hellish posture, or consider yourselves fully propagandized and indoctrinated into an active interest in what comes next -- if I can figure it out myself before the man in white uses me away in a week.

To begin with, see this guy over here to our right? Yeah, well he lost his mind over a lot of old magazines. He bought them all, every one of them and then one morning he woke up and found out he had collector's colic. He hated the very sight of Star-bug's. He quit London for his health, that is, he quit until FUTURE FANTASIA came along with its articles by Bob Lockwood, Henry Kuttner and Henry Smead, its illustrations by Hannon Bek and its stories by Gay Avery and John Moore. Since then his fun has come back in a big way, all because he read a DIFFERENT magazine.



Now, this other little guy way over in the left corner there? I've stationed him there just in case you get any bright ideas on not buying Future Fantasia. Either you kick in with a dime quick or we'll send little Slim here around to find out why not. Joseph M. Kellom appears for the first time this issue, fresh from Astounding. The cover is in oils by Bek and you can get this issue by writing: 3052 N. 12th St. L.A. Calif.

Polaris

The Weird Fans
OWN



PAUL FREEHAFFER, Editor
10c 3/25c

404 S Lake
Pasadena CAL

(us: 'Til Sept 15
send orders to Box
234, Payette,
Idaho)

The Voice

is the Forum of Fandom. The 'uniqu' all-letter (!) mag that grew from a popular dept in a famous forebear (IMAGINATION!) to a full-fledged publication.

Published since 1937, its career has included correspondence pro & con on Michelism, Esperanto, Technocracy, the Exclusion, the War, & many more subjects of lively interest, as treated from the fan-angle. One of these, at least, U will have heard of: the War. How is it affecting the fans in England? Australia? France's only-known fan?

If "Nycon", "Z", "stfan", "Phileo" & similar coins & signs look queer & unintelligible to U, U want to look into this novel publication without delay. Swing is here to stay--& U want to get into the swing of things with inner-circle 'actilians' like Harry Warner, Bob Tucker, Mark Reinsberg, Bob A Madle, Milton A Rothman, Art Widner, Doc Lowndes, Dick Wilson, Jack Spear, Don Wohlheim, J Chapman Miska, Ted Carnell & others, truly "too numerous to mention", whose criticisms & witticisms make required reading. Says prominent Chicago Fan Eric Korshak: "THIS MAGAZINE IS, BEYOND A DOUBT, THE MOST REFRESHING THING FROM THE WEST COAST."

& not only fans contribute! But professionals, such as that Great Pensman & Skylark of the Galactic Patrol--SMITH, Jno W Campbell Jr, Hannes Bok, J Harvey Haggard, Frederik Pohl, Catherine Moore, Robt Anson Heinlein...

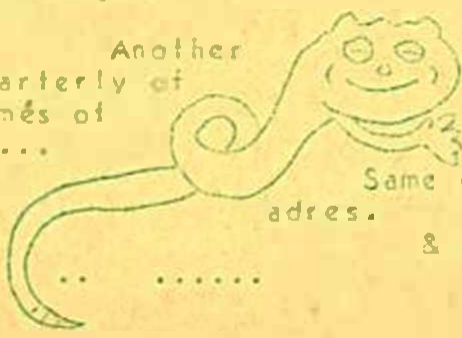
VOICE OF THE IMAGINATION: the indispensable fanmag.

Published bimonthly, tis edited by a couple fans of whom U may have heard: Forrest J Ackerman & Morojo...

Remember! Believe what U like about this fanmag, that fanmag or the other fanmag; but when U want the one they're wild about--simply cannot do without--do as your dentist does: take a powder! (Now how did that get in here? Such a pun was purely accidental!)

What we mean to say is: for the March of Time as measured in fan-hours, U could do "waise" than to get The Voice! Keep your finger on the pulse of fandom with a copy of -Voice- coming to U regularly. Sample 10c (several back issues at same price) or 60c annually from Bx 6475 Met Sta, Los Angeles Cal.

Another name: NOVACIOUS. Resumes of works for the book-worm...



Noxacious publi- the same scientifantasy

tainable from same

Same co-editors. Ob- adres.

end of this tail.....

& so we come to the

Voice of the IMAGI-NATION



A NOVACIOUS PUBLICATION